

Ng'ang'a Fredrick Kamau
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Career Profile Summary

I am a dedicated web application developer with a deep passion for crafting exceptional websites and web apps. My expertise lies in developing intuitive digital experiences that combine innovative design with seamless functionality. I focus on creating user-centric web applications that prioritize both performance and user experience. My technical proficiency spans front-end development with HTML, CSS, JavaScript, React, and Bootstrap, as well as back-end development using PHP, MySQL, MongoDB, Express.js, and Laravel. Among my notable achievements, I developed the Ramana Green website, which helped enhance the firm's online presence. I also established the Property Econs blog to provide insights into the Kenyan real estate sector. I produce SEO-optimized content that boosts organic growth. I am enthusiastic about collaborating on web development and digital innovation projects.

Education Background

- **Bachelor of Commerce (Management Science)** – Kenyatta University; 2011-2015.

Professional Certification

- **Back End Development and APIs** – freeCodeCamp; 2024
- **Front End Development Libraries** - freeCodeCamp; 2024
- **JavaScript Algorithms and Data Structures** - freeCodeCamp; 2024
- **Responsive Web Design** – freeCodeCamp; 2024
- **Web Analytics** – eMarketing Institute; 2024
- **Search Engine Optimization** – eMarketing Institute; 2022
- **Content Marketing** – eMarketing Institute; 2022
- **Social Media Marketing** – eMarketing Institute; 2022
- **Fundamentals of Digital Marketing** – Google; 2022
- **Certified Information Communication Technologists (CICT) Part I** – Kasneb; 2016

Key Skills and Competencies

- **Front-End Development:** Proficient in designing and developing responsive and user-friendly web applications using HTML, CSS, JavaScript, Bootstrap, and React, focusing on intuitive user interfaces and seamless user experiences.
- **Back-End Development:** Skilled in building robust server-side applications using Express.js, PHP, Laravel, MySQL, and MongoDB, ensuring secure, scalable, and efficient web application performance.
- **React Development:** Expertise in developing dynamic, interactive web applications with React, including component-based architecture, state management, and API integration for real-time functionality.

- **Express.js & Node.js:** Experienced in building RESTful APIs and server-side logic using Express.js and Node.js, handling database interactions and application routing with ease.
- **PHP & Laravel:** Strong background in back-end development using PHP and Laravel to create dynamic websites, e-commerce platforms, and business directories with optimized database management.
- **Web Application Deployment:** Skilled in deploying and maintaining web applications on cloud platforms and managing version control with Git.
- **SEO:** Proficient in implementing SEO best practices within web applications to improve search engine rankings and organic traffic.

Work History

Web Designer and Developer

Ramana Green Limited; August 2024 to date

Duties and Responsibilities

- **Web Design and Development:** Designed and developed the Ramana Green website, ensuring a user-friendly interface and seamless navigation.
- **SEO Optimization:** Implemented SEO best practices to improve website search engine rankings and increase organic traffic.
- **Content Creation:** Created engaging and brand-aligned content for the company's website and social media platforms to enhance online presence and audience engagement.
- **Blog Post Writing:** Authored insightful and informative blog posts that reflect the brand's voice and industry trends.
- **Corporate Email Management:** Managed the company's corporate email addresses, ensuring efficient communication and timely responses.
- **Digital Strategy Consulting:** Advised on digital strategies to enhance online visibility and drive customer engagement.

Content Creator/Blogger

Property Econs; February 2023 to date

Duties and Responsibilities

- Created the Property Econs blog and social media accounts.
- Writing, editing, and publishing content.
- Promoting new posts using digital ads, emails, social media, and other methods to alert and attract new readers.
- Educating readers about real-estate-related products, services, and due diligence during real estate buying and selling.
- Maximizing site traffic by utilizing Search Engine Optimization and search marketing.
- Inviting other bloggers, experts, or other notable guests to contribute content to the blog.
- Monitoring responses to posts via the website, social media, or other platforms to better understand the audience.
- Staying current on industry trends for possible opportunities to attract new readers or create stronger, more engaging content.

Freelance Writer**Self-Employed; July 2017 to Date****Duties and Responsibilities**

- Promote and sell my writing services to customers online and in person.
- Suggesting innovative ideas and topics for approaching content.
- Interpreting writing requirements.
- Conducting research on numerous topics in relation to different customers' needs.
- Writing quality content based on customer requirements and specifications.
- Content proofreading and editing.
- Monitoring and logging hours spent on different tasks.
- Submitting content through agreed-upon channels.
- Establishing, developing and maintaining positive business and customer relationships.

Programme Assistant**Centre for Innovative Leadership and Governance (CLIG); May 2016 – June 2017****Duties and Responsibilities**

- Managed and administered CLIG's social media and other online accounts.
- Created engaging social media content.
- Created email accounts for new staff members.
- Undertook research activities relating to CLIG's portfolio.
- Assisted in organizing workshops and conferences.
- Handled communication with partners.
- Organized meetings and took minutes.
- Undertook other duties as assigned by the Programme Manager.

Awards/Merits and Recognition

The best student, Kihara Secondary School 2010.

Interests /Hobbies

Programming, Reading, listening to music, traveling, and watching soccer.

Referees

| Name | Position | Email | Phone |
|-------------------|---|--|--------------|
| Herman Mwangi | Manager – Ramana Green Limited | mwangi@ramanagreen.co.ke | 0795 329779 |
| Ms. Winnie Kirui | Programme Assistant - CLIG | winokirui@gmail.com | 0722 358 003 |
| Dr Duncan Mugambi | Lead Consultant - Danley Business Consultancy | mugambidun@gmail.com | 0721 298 411 |